

Everything You Wanted to Know about SHSPs...

...But Were Afraid To Ask

presented to

North Dakota Traffic Safety Partner Summit

presented by

Cambridge Systematics, Inc.

Lorrie Laing

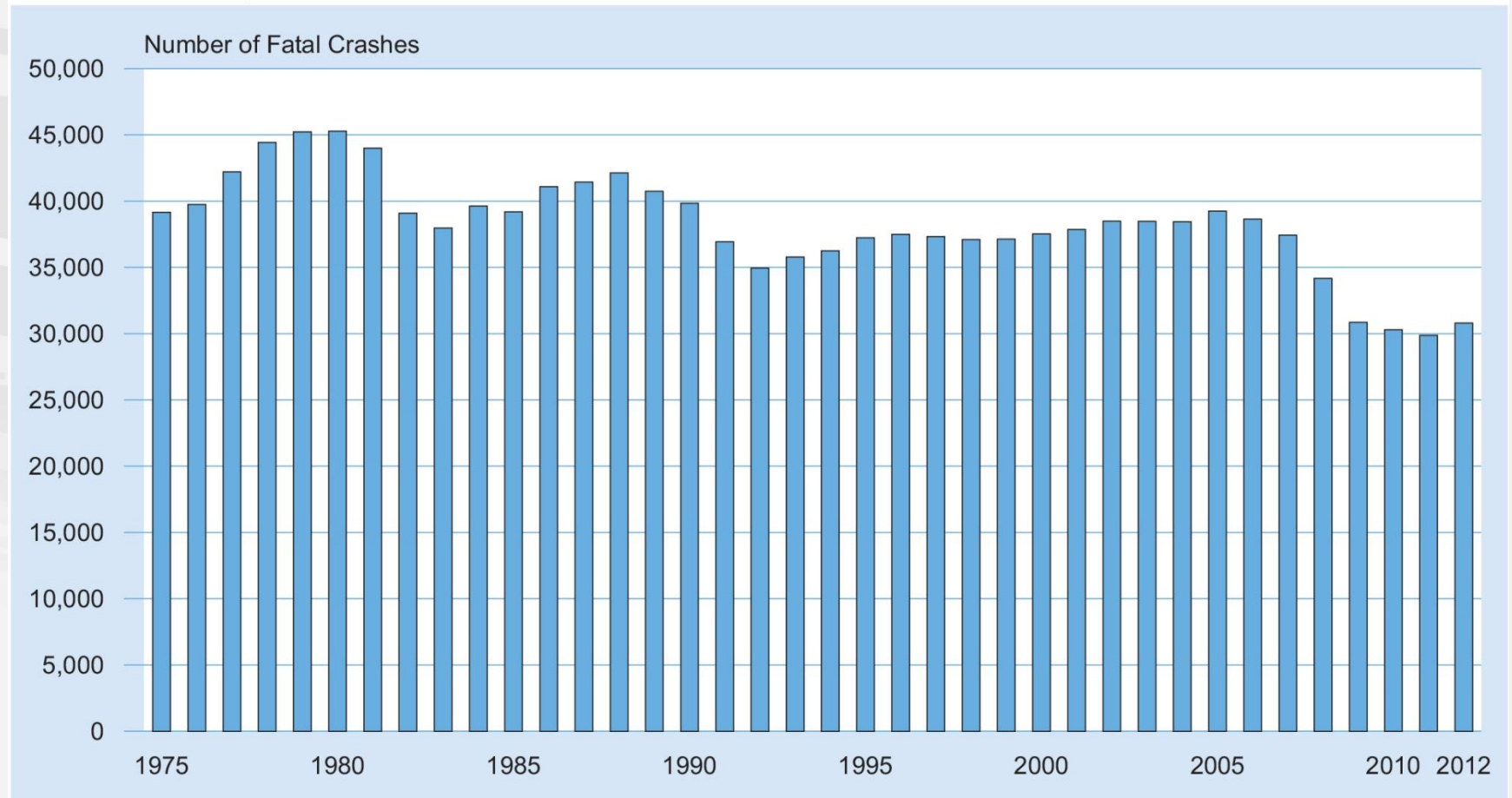
Transportation Safety Practice Manager

April 7, 2015



U.S. Fatalities & Serious Injuries

Figure 1
Fatal Crashes, 1975-2012



NHTSA, FARS

Why are SHSPs Important?

Every State Has Traffic Safety Issues



Why are SHSPs Important?

- Data Driven
- Focus on the State's most serious traffic safety problems
- Multidisciplinary approach to solving problems
- Maximize State's limited resources

Who can't get behind reducing fatalities and serious injuries on our roadways?

CS Experience with State SHSPs

- **Alabama**
- **Alaska**
- **Arizona**
- **California**
- **Colorado**
- **Florida**
- **Georgia**
- **Iowa**
- **Louisiana**
- **Maryland**
- **Massachusetts**
- **Montana**
- **Nevada**
- **New Mexico**
- **Ohio**
- **Oklahoma**
- **Oregon**
- **Rhode Island**
- **Virginia**
- **West Virginia**

Some Thoughts on SHSPS

- The overall purpose and benefits of the SHSP
- Guidance on a framework and approach to SHSP development, implementation, update, and evaluation
- Help on keeping people active and involved
- Each state is different in how they develop, implement, update, and evaluate their SHSP

The Good, the Bad, and the Moderately Difficult

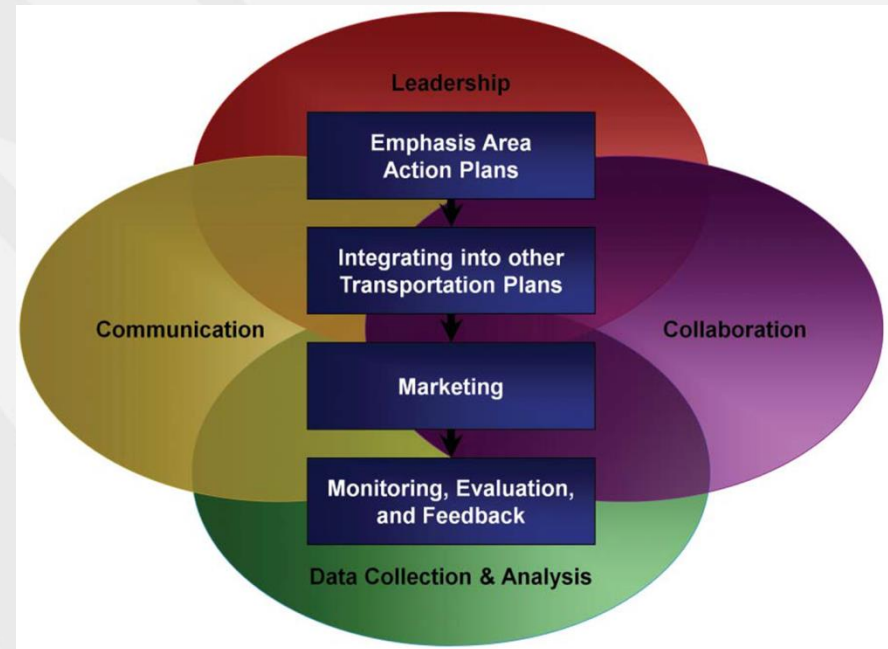
The Essential Eight

❶ *Fundamental Elements*

- » Leadership
- » Collaboration
- » Communication
- » Data Collection and Analysis

❷ *Steps for Implementation*

- » Emphasis Area Action Plans
- » Linkage to Other Plans
- » Marketing
- » Monitoring, Evaluation, and Feedback



FHWA, *Strategic Highway Safety Plan Implementation Process Model*, 2010

Leadership




Executive Leadership in Maryland




Florida Partner Pledge

- Dept. of Transportation
- Dept. of Education
- Dept. of Health
- Dept. of Highway Safety & Motor Vehicles
- Highway Patrol
- Sheriff's Association
- Police Chief's Association
- MPO Advisory Council
- FHWA
- NHTSA
- FMCSA



2012

Florida Strategic Highway Safety Plan (SHSP)



Partner Pledge





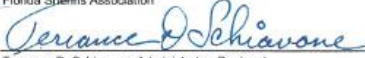
Florida, long known as the Sunshine State, projects an image of limitless possibilities for residents and visitors alike. The beauty of our beaches, the unique nature of the environment, and the numerous educational and entertainment opportunities all make Florida a desirable place to live, work, and visit. We want to ensure that positive image is reflected on our roads and highways with a traffic safety record that is among the best in the nation.

We are stating our support for the goals in the 2012 Strategic Highway Safety Plan (SHSP), which will move Florida "toward zero traffic fatalities." We believe zero fatalities can be achieved because it is already the personal goal for virtually every road user who wants to get to and from their destination safely without incident. Implementation of the SHSP will help these road users keep that personal goal of staying safe while driving, walking, or riding in our state.

We recognize it takes more than words to improve safety. Florida has made tremendous progress in reducing the number of traffic fatalities and serious injuries since adoption of the 2006 SHSP. We will do our part to make sure that trend continues in the future and pledge to do the following:

- Sign on to lead strategies and action steps that relate to the work of our agency or organization;
- Provide the necessary support and resources to implement portions of the SHSP;
- Actively participate in SHSP events and initiatives; and
- Serve as safety ambassadors by promoting the SHSP and its goals whenever and wherever possible.

Signed by:

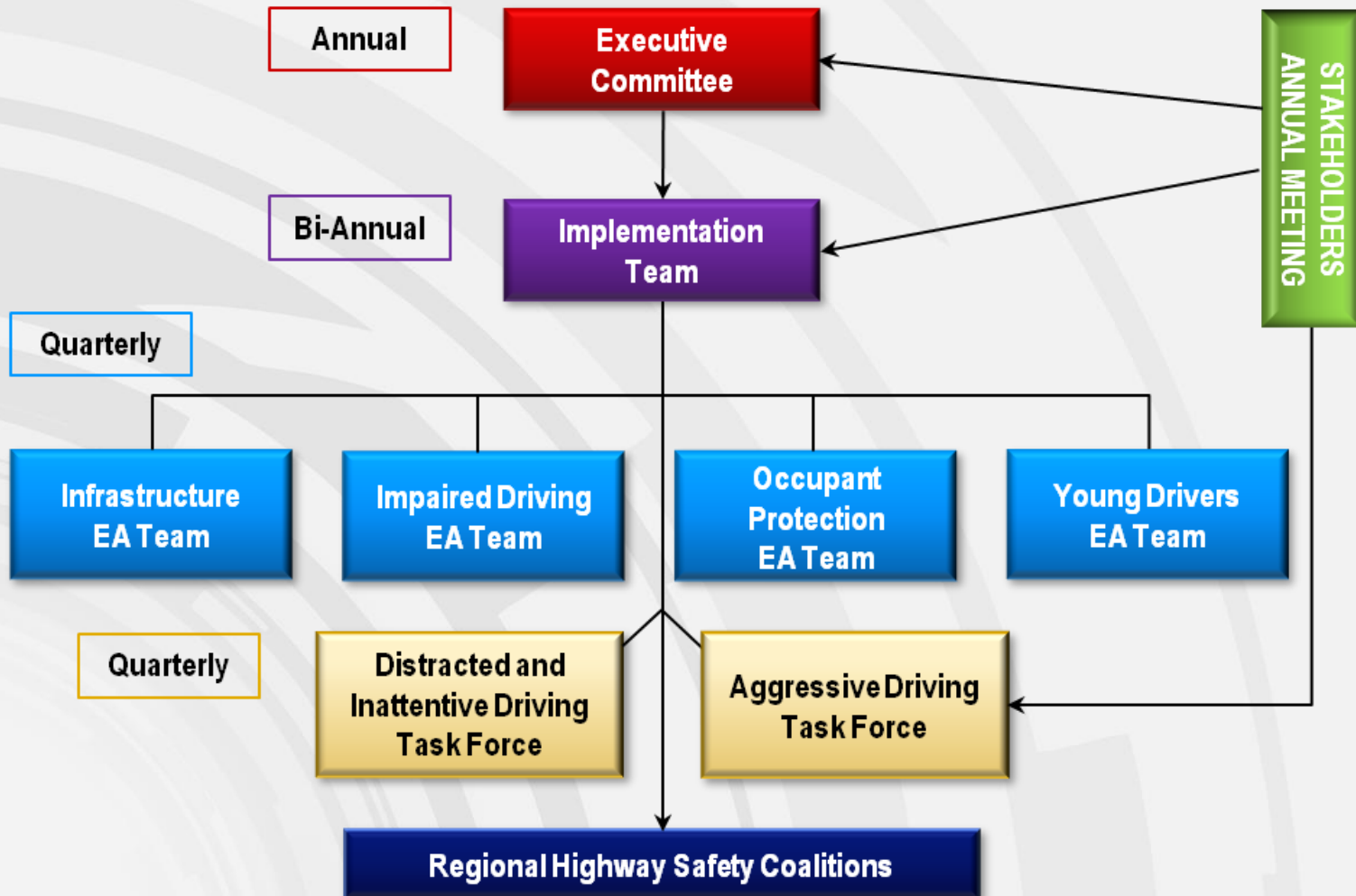
 David C. Hawk Martin Knapp, Division Administrator Federal Highway Administration	 James Gregg Division Administrator Federal Motor Carrier Safety Administration
 Pam Stewart Commissioner Florida Department of Education	 John P. Armstrong State Surgeon General Florida Department of Health
 Julie L. Jones Executive Director Florida Department of Highway Safety and Motor Vehicles	 David Brierton, Jr. Director Florida Highway Patrol
 Dennis Jones President Florida Police Chiefs Association	 Susan Benton President Florida Sheriffs Association
 Richard J. Kaplan Chairman Metropolitan Planning Organization Advisory Council	 Terrance D. Schiavone Administrator, Region 4 National Highway Traffic Safety Administration
 Ananth Prasad, P.E., Secretary Florida Department of Transportation	

Nevada Executive Committee Checklist

Nevada SHSP - NECTS Checklist

Action Item	Yes	No	Background
Ensure individual agency safety goal is consistent with the Strategic Highway Safety Plan (Zero Fatalities).	<input type="checkbox"/>	<input type="checkbox"/>	The Zero Fatalities campaign is the cornerstone of the statewide effort.
Create a safety council with a regularly established meeting schedule to review safety data and issues.	<input type="checkbox"/>	<input type="checkbox"/>	If your agency does not have a group that meets periodically to discuss safety, establish one with executive/management level participation.
Integrate SHSP strategies and actions into agency planning documents as appropriate	<input type="checkbox"/>	<input type="checkbox"/>	Commit to SHSP implementation by including strategies and action steps into agency planning documents.
Appoint an agency safety champion to organize, lead, manage, and track progress of the safety programs. Ensure the champion has sufficient time and resources to coordinate with NECTS, other agencies, and the five Critical Emphasis Area (CEA) teams.	<input type="checkbox"/>	<input type="checkbox"/>	Identify an individual with enthusiasm for safety. Provide the individual with the necessary time, authority, and resources to lead the safety effort. Ensure the responsibility is articulated in the position description and performance reviews.
Assign personnel to appropriate CEA teams, including the Data Team, and the Strategic Communications Alliance	<input type="checkbox"/>	<input type="checkbox"/>	Identify personnel to participate in appropriate elements of the SHSP.
Participate in NECTS and other leadership meetings, including media events.	<input type="checkbox"/>	<input type="checkbox"/>	SHSP implementation depends on active participation by all agency leadership and personnel. The goal is for all Nevadans to participate.

Louisiana's Leadership Structure





Leadership Committees

Executive Committee



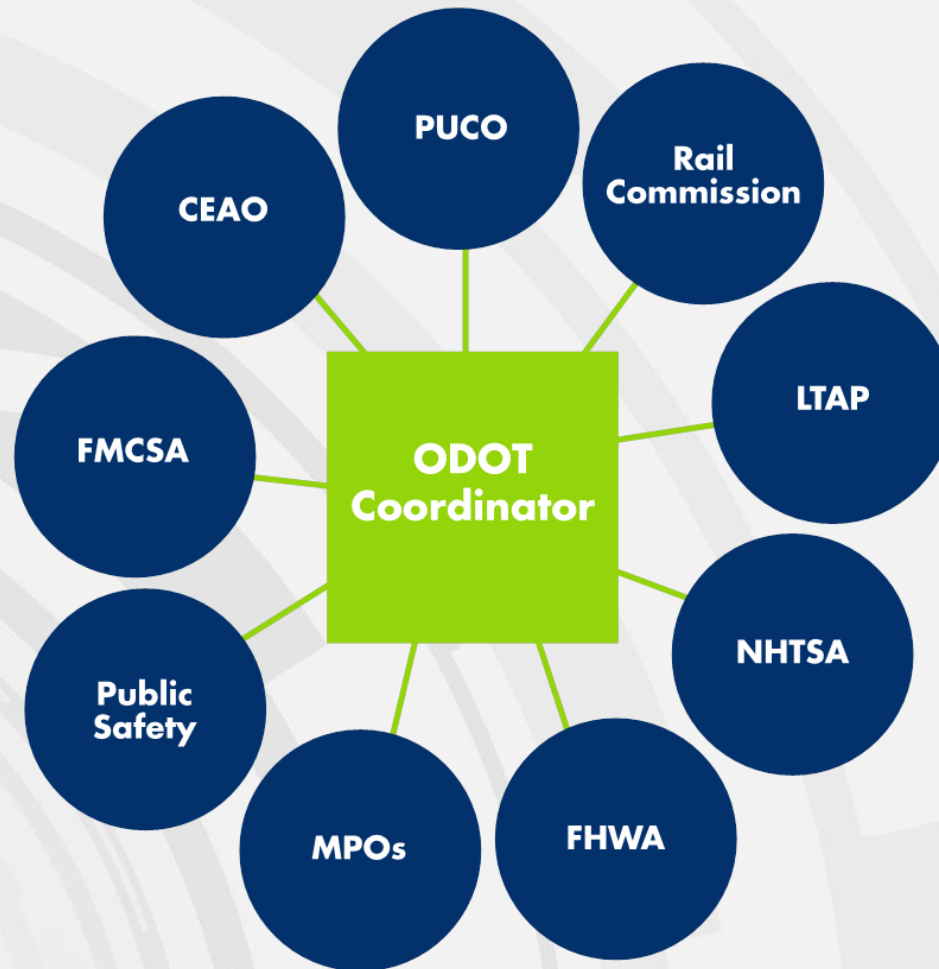
Colorado Department
of Public Health
and Environment



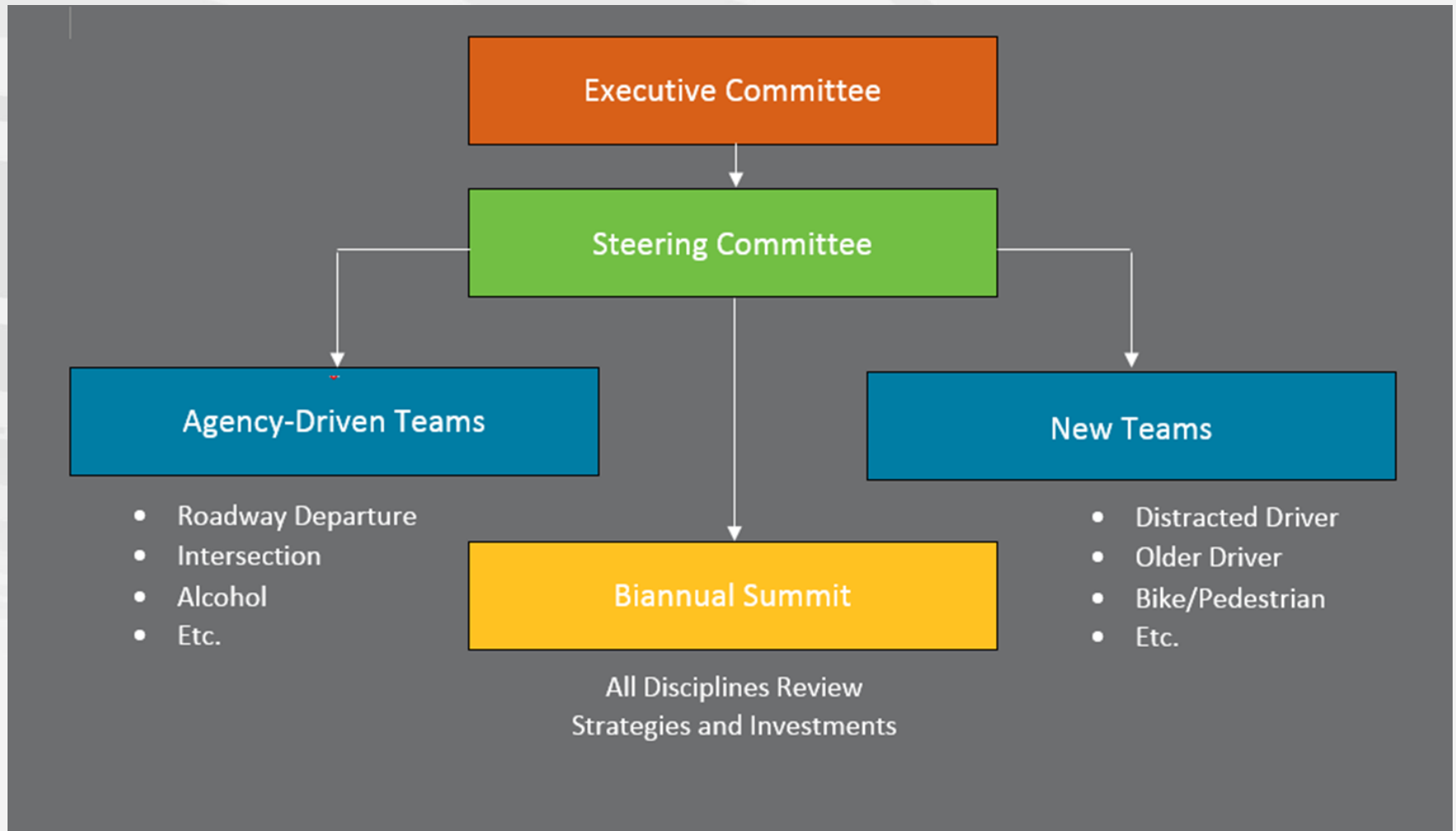
Steering Committee



Ohio Steering Committee



Ohio's New SHSP Leadership Structure



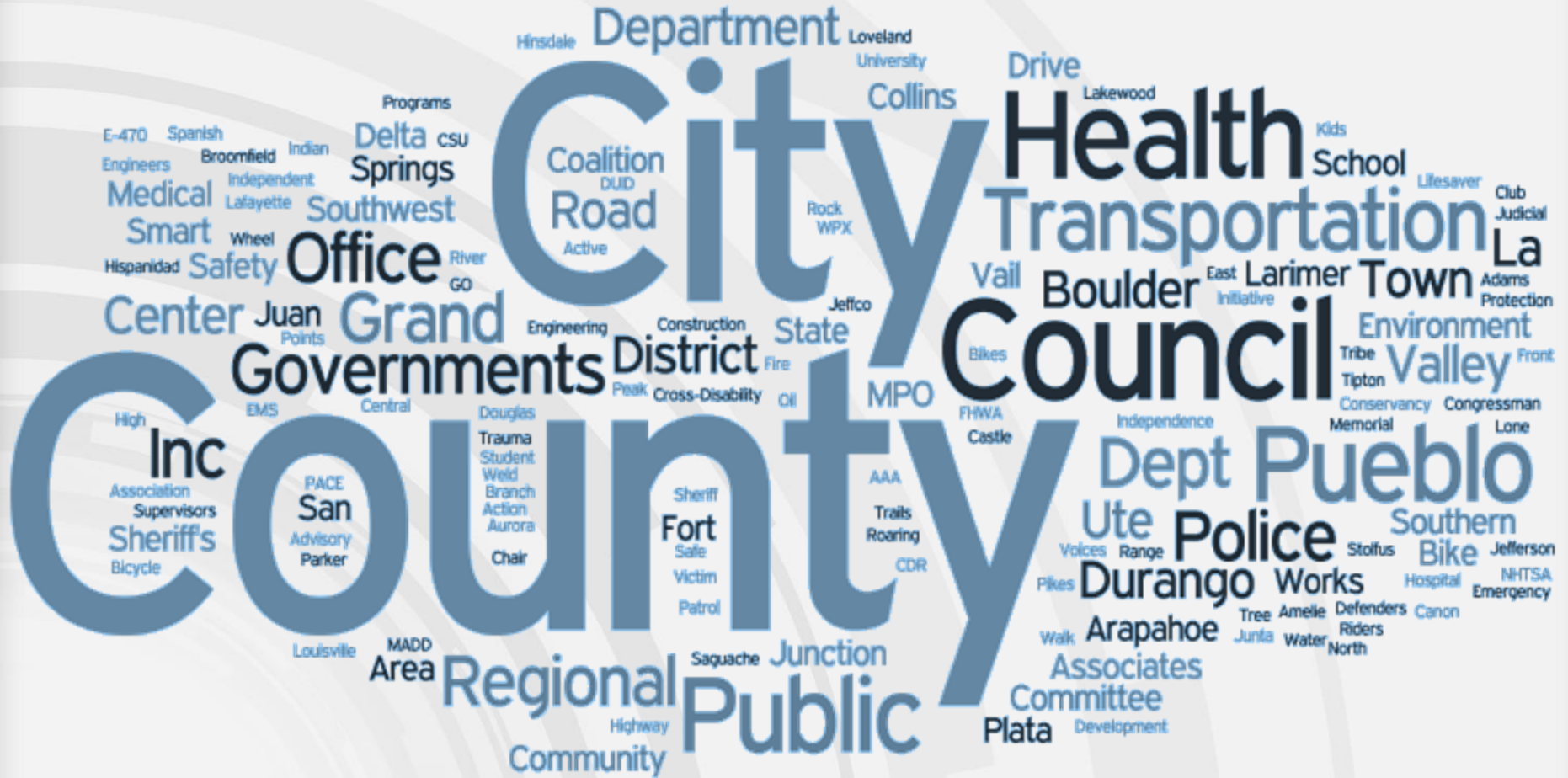
Collaboration



The Issues Necessitate a “4 E” Approach



Be Inclusive



Another Kind of Inclusive

Priority Emphasis Areas

Occupant Protection

Impaired Driving

Young Drivers

**Infrastructure
and Operations**

Distracted Driving



Topics for Consideration

Older Drivers

Motorcycles

Pedestrians

Bicycles

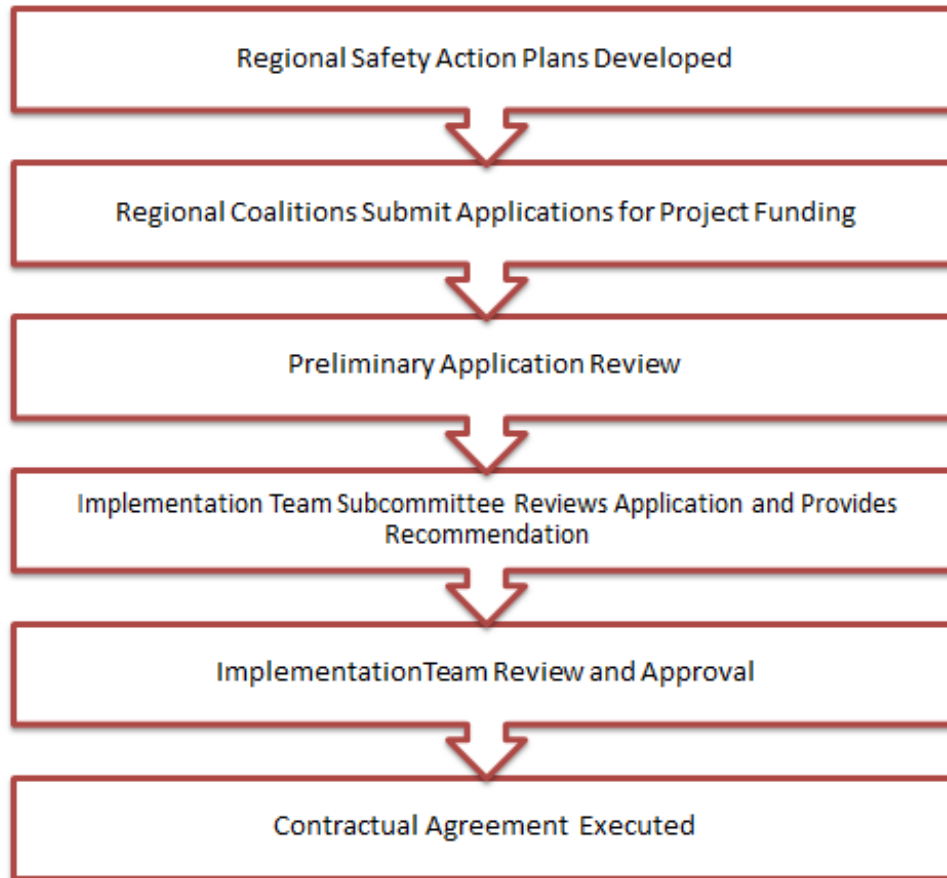
CMV

Regional Safety Coalitions



Grant Funding for Regional Coalitions


Louisiana SHSP Project Funding Process Summary



The image shows a sample of a "LOUISIANA STRATEGIC HIGHWAY SAFETY PLAN PROJECTS" application form. At the top, it features the "DESTINATION ZERO DEATHS" logo. The title of the form is "APPLICATION FOR FUNDING IMPLEMENTED THROUGH THE SHSP REGIONAL SAFETY COALITIONS". Below the title, it asks for the "Regional Coalition/Statewide Emphasis Area Team (check one):" and lists several options with checkboxes, including "Acadiana Transportation Safety Coalition", "Capital Region Transportation Safety Coalition", "New Orleans Regional Traffic Safety Coalition", "North Shore Regional Safety Coalition", "South Central Regional Safety Coalition", and "Other (specify):". A paragraph of text explains that the document constitutes an application and scope of work for the Louisiana Strategic Highway Safety Plan (SHSP) projects, which will be funded and administered by the Louisiana Department of Transportation and Development (LA DOTD) in coordination with the Louisiana Highway Safety Commission (LHSC) and Louisiana State Police (LSP). It also states that applications for infrastructure improvements will be considered as part of the overall SHSP program and projects not currently part of an infrastructure safety-related improvement (i.e. enforcement, education) will be considered for other funding. A section titled "Selection Criteria:" lists three criteria: "Relevance to LA Strategic Highway Safety Plan Emphasis Areas", "Level of effectiveness of proposed project/countermeasure or presence of an evaluation plan", and "Availability of match funds". Below this, there is a section for "PROJECT APPLICATION" with two sub-sections: "1. Project Title:" and "2. Applicant Contact:". The "1. Project Title:" section contains the text "No Refusal Policy and Public Information Campaign". The "2. Applicant Contact:" section lists "Melanie Bordon / Rachel Godeaux".

Safety Partner Summits

ENGINEERING | EDUCATION | ENFORCEMENT | EMS | **EVERYONE**



It Takes **EVERYONE** to Save Lives

2012 Nevada Safety Summit


SAVE THE DATE. SAVE A LIFE.
NOVEMBER 7-8 AT TEXAS STATION IN NORTH LAS VEGAS

What can you do to save more lives on Nevada's roads? Come to the Nevada Safety Summit to share your experiences in improving traffic safety in our communities. If you're a law enforcement official, educator, safety technician, engineer, emergency responder or any other traffic safety advocate, we invite you to join the conversation. More information will be available at www.ZeroFatalitiesNV.com.

Zero Fatalities
Drive Safe. Live Safe.

Nevada Safety Summit

www.ZeroFatalitiesNV.com

Sponsored by **NEVADA DOT** 

Take Transportation Safety to New Heights

at the Arizona Strategic Highway Safety Plan **Safety Summit**



Register now at
<http://www.register6.net/AZDOT/>



WEDNESDAY, NOV. 6, 2013
8 A.M. TO 5 P.M.

DESERT WILLOW CONFERENCE CENTER
4340 E. COTTON CENTER BLVD.
PHOENIX 85040

- Develop and share strategies to reduce crashes and save lives on all public roads in Arizona
- Discuss funding sources for efforts that improve transportation safety statewide
- Network with key transportation and safety stakeholders from local, county, state, tribal and federal agencies and organizations
- See how integration of the 4 E's — engineering, education, enforcement and emergency services — is crucial to achieving our vision: "Toward Zero Deaths by Reducing Crashes for a Safer Arizona"

Questions about the Arizona SHSP Safety Summit?
E-mail AZSHSP@azdot.gov

A Safer Tomorrow Begins Today!

ADOT      

13-403

Communication

OHIO Strategic Highway Safety Plan

OVERVIEW

All states are required to develop a Strategic Highway Safety Plan (SHSP) to identify the greatest causes of traffic crashes, serious injuries, and fatalities. A variety of state and federal safety agencies and private sector organizations focus on safety for all road users, including cars, trucks, motorcycles, pedestrians and bicyclists.

The Ohio Departments of Transportation and Public Safety coordinate a Committee, which meets quarterly to 1) review crash trends and 2) discuss strategies to reduce traffic crashes, fatalities, and serious injuries. The committee includes representatives from local, state and federal safety organizations. The committee also creates a network of local, state and federal safety organizations to share information with hundreds of other safety organizations throughout Ohio. Combined, the plan and statewide committee create a network of the on common safety goals. In addition, these agencies routinely share Ohio's transportation system safer while maximizing limited funds.

EMPHASIS AREAS

Ohio has identified five SHSP emphasis areas:

- 1) Improve the quality, accuracy, timeliness and availability of crash data
- 2) Reduce the occurrence and severity of roadway departure, intersection and crossing crashes.
- 3) Address high-risk drivers and behaviors such as young drivers, impaired driving, and excessive speed.
- 4) Address motorcycle and bicycle riders, pedestrians and commercial vehicle use, distracted driving, and excessive speed.
- 5) Target motorcycle and bicycle riders, pedestrians and commercial vehicle use, distracted driving, and excessive speed.

These emphasis areas represent the greatest threat to safety and are likely to be involved in serious crashes.

CRASH TRENDS

Working together has led to significant crash reductions on Ohio's highways. Since 2002, Ohio's:

TOTAL FATALITIES	28% DROPPED
SERIOUS INJURIES	19% DROPPED

In 2011, Ohio reached an historic low for fatalities, recording 1,015 fatalities. In 2012, Ohio's new goal is to reduce fatalities by five percent by 2015.

The Safety Advocate

Vol. 2, Issue 1 February 2012

DESTINATION ZERO DEATHS

Louisiana Receives AASHTO Safety Leadership Award

The Louisiana Department of Transportation and Development (DOTD) was recognized by the American Association of State Highway Transportation Officials (AASHTO) with the 2011 Safety Leadership Award. The award recognizes member states that have demonstrated themselves to be safety champions through actions designed to drive down serious injuries and fatalities.

In giving the award, AASHTO cited DOTD for its commitment to safety by adopting the Towards Zero Deaths initiative and updating their Strategic Highway Safety Plan (SHSP) using a Destination Zero Deaths message. Congratulations to DOTD and Louisiana's many SHSP partners for bringing down fatalities 30 percent over the last three years!

Louisiana DOTD Secretary Sharron Lefebvre, fourth from left, is joined by Lieutenant Lou Velez, State Police; Mary Thompson, Federal Highway Administration; Colonel Mike Edwards, State Police; Dan Mangel, DOTD; Marie Walsh, Local Technical Assistance Program; and Robert Depers, Governor Jindal's Policy Advisor, in celebrating the AASHTO Safety Leadership Award.

2012 Safety Summit

Do you want to know more about how Louisiana is making progress toward Destination Zero Deaths? Then the 2012 Transportation Safety Summit should be on your calendar.

The Summit, which will be held April 3-4, 2012 at the Crowne Plaza Hotel, Baton Rouge, Louisiana, will focus on the implementation of the Louisiana Strategic Highway Safety Plan (SHSP), safety strategies, data, the Highway Safety Manual (HSM), and highway-rail grade crossing safety. In addition to interesting workshops and presentations, a special poster session will give people an opportunity to showcase their accomplishments. If you have a program that is improving traffic safety in Louisiana, then put together a display to tell your story. The winner will receive a pair of Fatal Vision Goggles.

Call 800-678-4065 or 225-925-1244 to reserve a room at the Crowne Plaza Hotel; mention you are with the Transportation Safety Conference (TSC). For more information, contact Karla Courade at 225-379-1928, karla.courade@la.gov or Annun Goodfellow-Thompson at 225-379-1838, annun.goodfellow-thompson@la.gov. Registration is free and you can register on-line at: <https://www.ltrc.lsu.edu/safetysummit/index.html>. Harry, space is limited.

SHSP Stakeholders Meeting

Get the Date

You are invited to join in a highway safety stakeholders meeting, hosted by the Massachusetts Department of Transportation (MassDOT), Executive Office of Public Safety and Security (EOPSS), and the Strategic Highway Safety Plan (SHSP) partners.

All safety stakeholders deserve recognition for the hard work and dedication that has resulted in a 28 percent reduction in motor vehicle fatalities between 2004 - 2010 and a 19 percent reduction in hospitalizations during the same time period. To keep the momentum going, we want to develop the roadmap for the future—the updated SHSP. Your input on this important plan and how we will implement it over the next several years is essential for our continued progress.

The event will take place on October 22, 2012 at the State Transportation Building (10 Park Plaza) in Boston from 10:00 AM - 12:00 PM, 2nd floor conference rooms 1-3. Please mark your calendars and plan to join us to offer advice and support for the Massachusetts SHSP.

To receive meeting materials, please contact
 Bonnie Polin
 Email: bonnie.polin@state.ma.us
 Call with any questions, 857-368-9600

Hosted By:
 MassDOT and EOPSS

October 22, 2012
 Time: 10:00 am - 12:00 pm
 Location: State Transportation Building
 10 Park Plaza, Boston

massDOT
 Massachusetts Department of Transportation
 Highway Division

Data Collection and Analysis



Data Collection and Analysis

- Crash Data
- Roadway
- Vehicle
- Driver
- EMS/Injury Surveillance
- Enforcement/Adjudication
- Attitudinal and Observation Surveys



Heat Chart

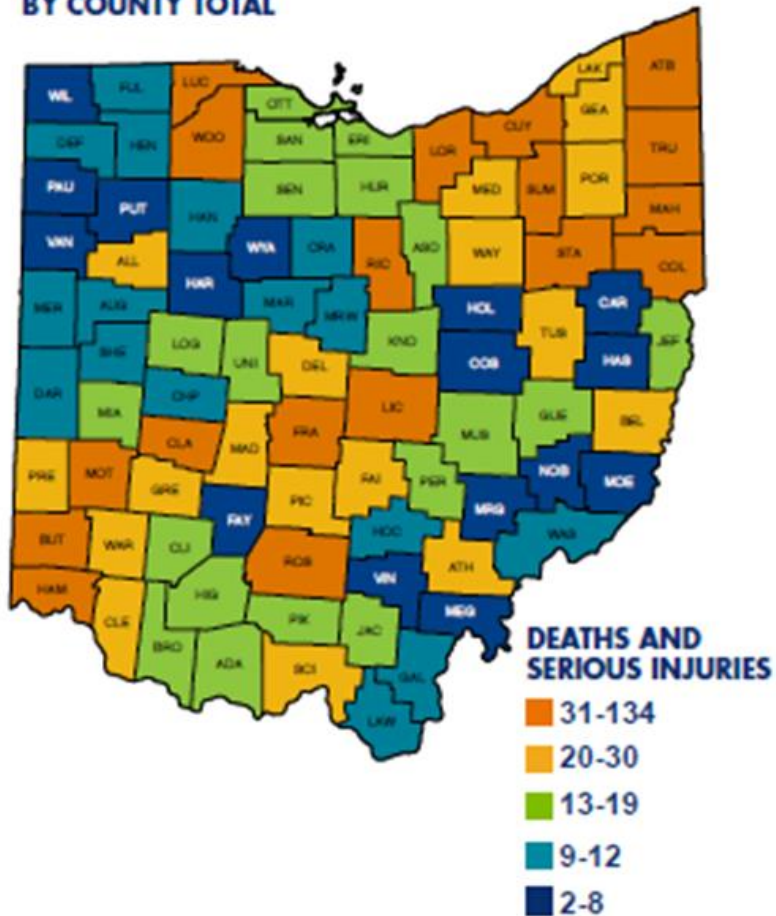
Colorado SHSP - Statewide Fatal and Serious Injury Crash Factors

Over/under-representation of Fatal & Serious Injury Crashes by Column	Interstate	State highway	County road	City street	Intersection-related	Roadway departure	Curve	Hill	Wet conditions (rain/snow/ice/etc.)	Wild Animal involved	Late night/early morning (9p - 3a)	Alcohol or drugs suspected	Driver exceeded safe speed	Distracted driver	Young driver involved	Older driver involved	Large truck involved (>10,000 lbs.)	Motorcycle involved	Pedestrian involved	Bicycle involved
Total Fatal & Serious Injury Crashes	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
Interstate					0.1	1.6	1.1	1.1	1.5	0.8	1.1	0.9	1.3	1.1	0.8	0.7	2.1	0.7	0.3	0.1
State highway					1.0	1.0	1.1	1.0	1.1	1.7	0.9	0.9	1.0	1.0	0.9	1.2	1.2	1.1	0.9	0.7
County road					0.7	1.7	1.8	1.2	0.9	1.2	1.1	1.4	2.1	0.9	1.2	0.7	0.7	1.2	0.4	0.9
City street					1.5	0.5	0.5	0.9	0.8	0.2	1.0	0.9	0.4	1.0	1.1	1.0	0.5	0.9	1.6	1.7
Intersection-related	0.1	1.0	0.7	1.5		0.3	0.3	0.8	0.7	0.0	0.8	0.7	0.3	1.1	1.2	1.3	0.8	0.9	1.2	1.6
Roadway departure	1.6	1.0	1.7	0.5	0.3		2.0	1.2	1.3	0.4	1.4	1.5	2.0	0.7	0.9	0.6	0.7	1.0	0.1	0.1
Curve	1.1	1.1	1.8	0.5	0.3	2.0		1.6	1.1	1.2	1.1	1.4	2.2	0.7	0.8	0.7	1.0	1.7	0.2	0.4
Hill	1.1	1.0	1.2	0.9	0.8	1.2	1.6		1.2	1.5	1.0	1.1	1.4	0.8	0.9	0.9	1.0	1.2	0.8	0.9
Wet conditions (rain/snow/ice)	1.5	1.1	0.9	0.8	0.7	1.3	1.1	1.2		0.4	1.0	0.7	2.8	0.6	0.9	0.9	1.4	0.3	1.0	0.4
Wild Animal Involved	0.8	1.7	1.2	0.2	0.0	0.4	1.2	1.5	0.4		1.0	0.3	0.3	0.3	0.1	0.4	0.2	3.8	0.0	0.0
Late night/early morning (9p - 3a)	1.1	0.9	1.1	1.0	0.8	1.4	1.1	1.0	1.0	1.0		2.5	1.1	0.4	1.1	0.3	0.7	0.7	1.3	0.6
Alcohol or drugs suspected	0.9	0.9	1.4	0.9	0.7	1.5	1.4	1.1	0.7	0.3	2.5		1.2	0.2	0.9	0.3	0.6	0.9	0.8	0.4
Driver exceeded safe speed	1.3	1.0	2.1	0.4	0.3	2.0	2.2	1.4	2.8	0.3	1.1	1.2		0.3	1.0	0.6	1.2	1.1	0.2	0.2
Distracted driver	1.1	1.0	0.9	1.0	1.1	0.7	0.7	0.8	0.6	0.3	0.4	0.2	0.3		1.0	1.1	1.2	0.7	0.7	1.1
Young driver involved	0.8	0.9	1.2	1.1	1.2	0.9	0.8	0.9	0.9	0.1	1.1	0.9	1.0	1.0		0.5	0.6	0.5	0.9	0.8
Older driver involved	0.7	1.2	0.7	1.0	1.3	0.6	0.7	0.9	0.9	0.4	0.3	0.3	0.6	1.1	0.5		1.0	0.7	1.1	1.0
Large truck involved (>10,000 lbs.)	2.1	1.2	0.7	0.5	0.8	0.7	1.0	1.0	1.4	0.2	0.7	0.6	1.2	1.2	0.6	1.0		0.3	0.5	0.4
Motorcycle involved	0.7	1.1	1.2	0.9	0.9	1.0	1.7	1.2	0.3	3.8	0.7	0.9	1.1	0.7	0.5	0.7	0.3		0.1	0.1
Pedestrian involved	0.3	0.9	0.4	1.6	1.2	0.1	0.2	0.8	1.0	0.0	1.3	0.8	0.2	0.7	0.9	1.1	0.5	0.1		0.0
Bicycle involved	0.1	0.7	0.9	1.7	1.6	0.1	0.4	0.9	0.4	0.0	0.6	0.4	0.2	1.1	0.8	1.0	0.4	0.1	0.0	

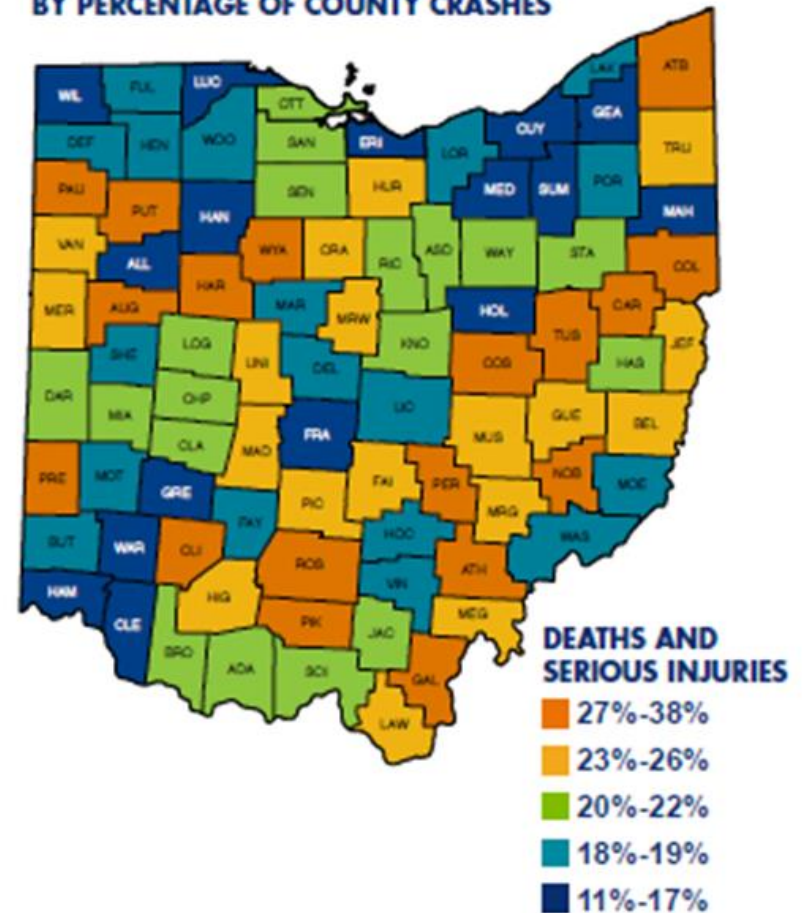
Notes: Each cell indicates the ratio of the row/column factor to the overall column. For example, large trucks account for 2.1 times the percentage of crashes on interstates as compared to all crashes, and roadway departures account for half the percentage of crashes on city streets compared to all crashes; cell colors indicate the factors with the highest over-representation overall.

Descriptive Maps

**SEAT BELT-RELATED DEATHS AND SERIOUS INJURIES
BY COUNTY TOTAL**

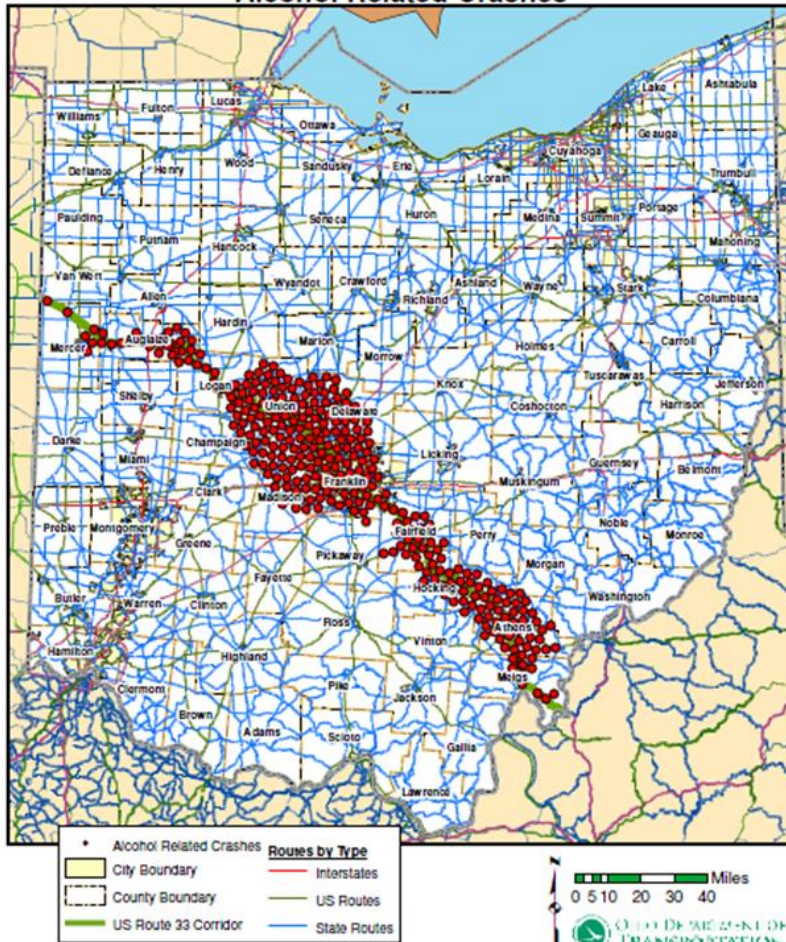


**SEAT BELT-RELATED DEATHS AND SERIOUS INJURIES
BY PERCENTAGE OF COUNTY CRASHES**



Countermeasure Specific Data

US Route 33 Enforcement Corridor
Alcohol Related Crashes



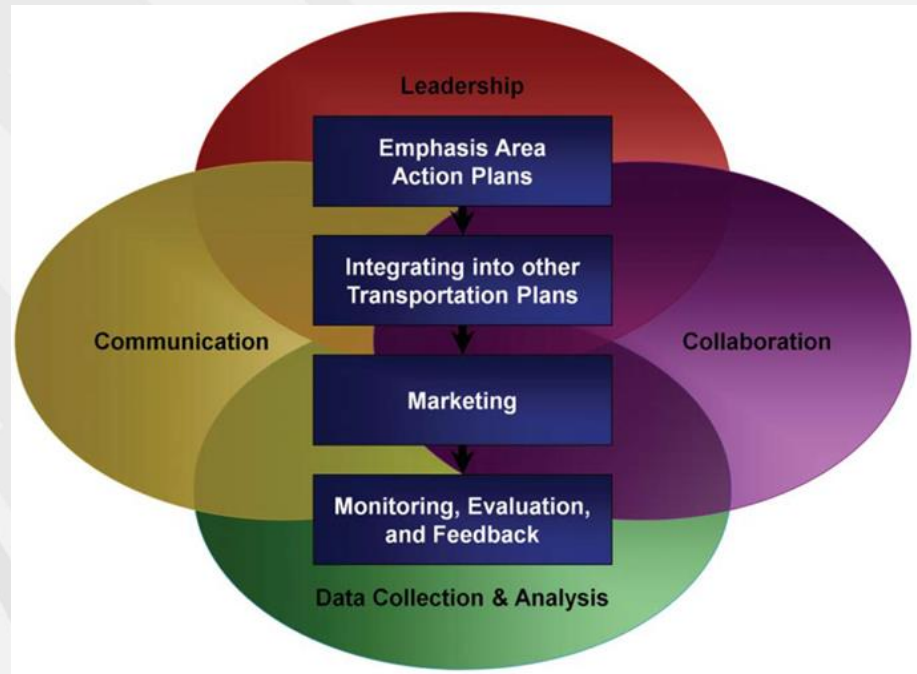
Crash Severity (2006-2010)	
Severity	Total
Fatal	42
Incapacitating Injury	291
Other Injury	2,451
No Injury	8,226
Total Crashes	11,010

Counts of Crashes that Involved one of the following (2006-2010):

Alcohol Related	Speed Related	No Restraint Used
322	1,329	522

The Four Steps for Implementation

- Emphasis Area Action Plans
- Linkage to Other Plans
- Marketing
- Monitoring, Evaluation, and Feedback



FHWA, *Strategic Highway Safety Plan Implementation Process Model*, 2010

Emphasis Area Action Plans



Focused and Measureable Action Plans



Colorado Strategic Highway Safety Plan

Infrastructure Emphasis Area Action Plan

Strategy 1: Identify and prioritize local road safety problems on all roadways using data-driven processes and implement infrastructure, operations, and policy improvements to reduce roadway crashes. (U & R)

Performance Measures:

- number and severity of on and off system roadway crashes*
- number and severity of urban and rural roadway crashes*
- number and severity of all roadway crashes*
- rates of on and off system roadway crashes*
- rates of urban and rural roadway crashes*
- rates of all roadway crashes*

Step #	Action Step Leader	Description	Timeline
AS 1.1	CDOT Traffic	Develop and implement a program that encourages establishment of local road safety plans to identify data driven problem areas with partners such as LTAP, CCI and CML. (U/R)	Start date Jan. 2015
Step #	Action Step Leader	Description	Timeline
AS 1.2	CDOT Traffic	Identify rural counties with the highest potential for crash reduction. (R)	Start Jan. 2016
Step #	Action Step Leader	Description	Timeline
AS 1.3	CDOT Traffic	Examine opportunities to adjust funding match based upon county capital program budget, population, or other factors. (R)	Start Jan. 2015
Step #	Action Step Leader	Description	Timeline
AS 1.4	CDOT Traffic	Identify roadways where data show fatalities and serious injuries have a correctable pattern and pursue improvements to meet current engineering standards, i.e., signage, striping, flattened curves, shoulders, rumble strips, guardrails, hills, sight distance, clear zones, intersections, drainage, etc. (U/R)	Start Oct. 2014

Focused and Measureable Action Plans



OHIO STRATEGIC HIGHWAY SAFETY PLAN ROADWAY DEPARTURE ACTION PLAN

Fatality Goal: Reduce the number of roadway departure fatalities from 552 in 2013 to 509 in 2017.

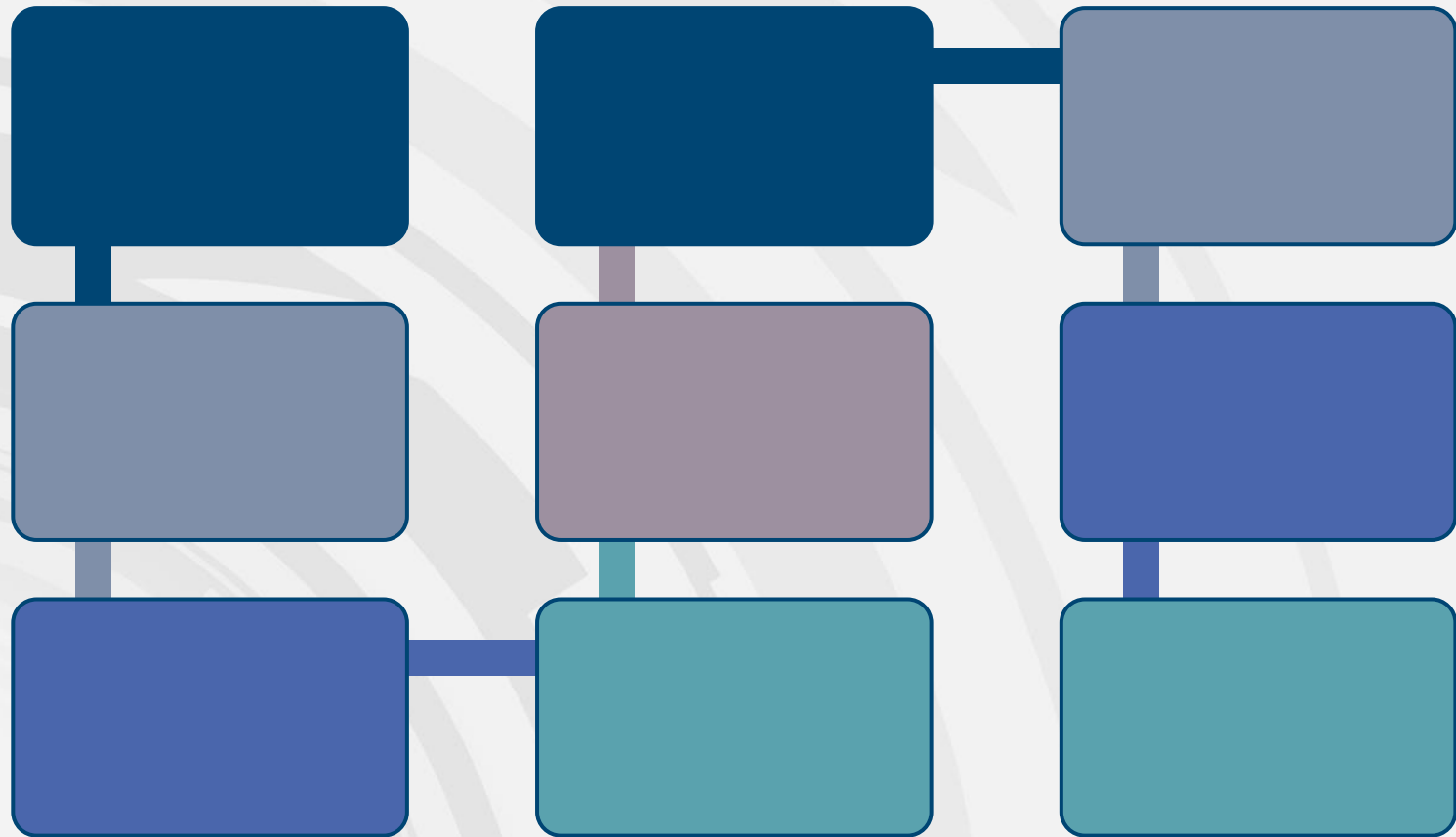
Serious Injury Goal: Reduce the number of serious injuries related to roadway departures from 3,510 in 2013 to 3,238 in 2017.

EMPHASIS AREA TEAM LEADER: Michelle May, ODOT

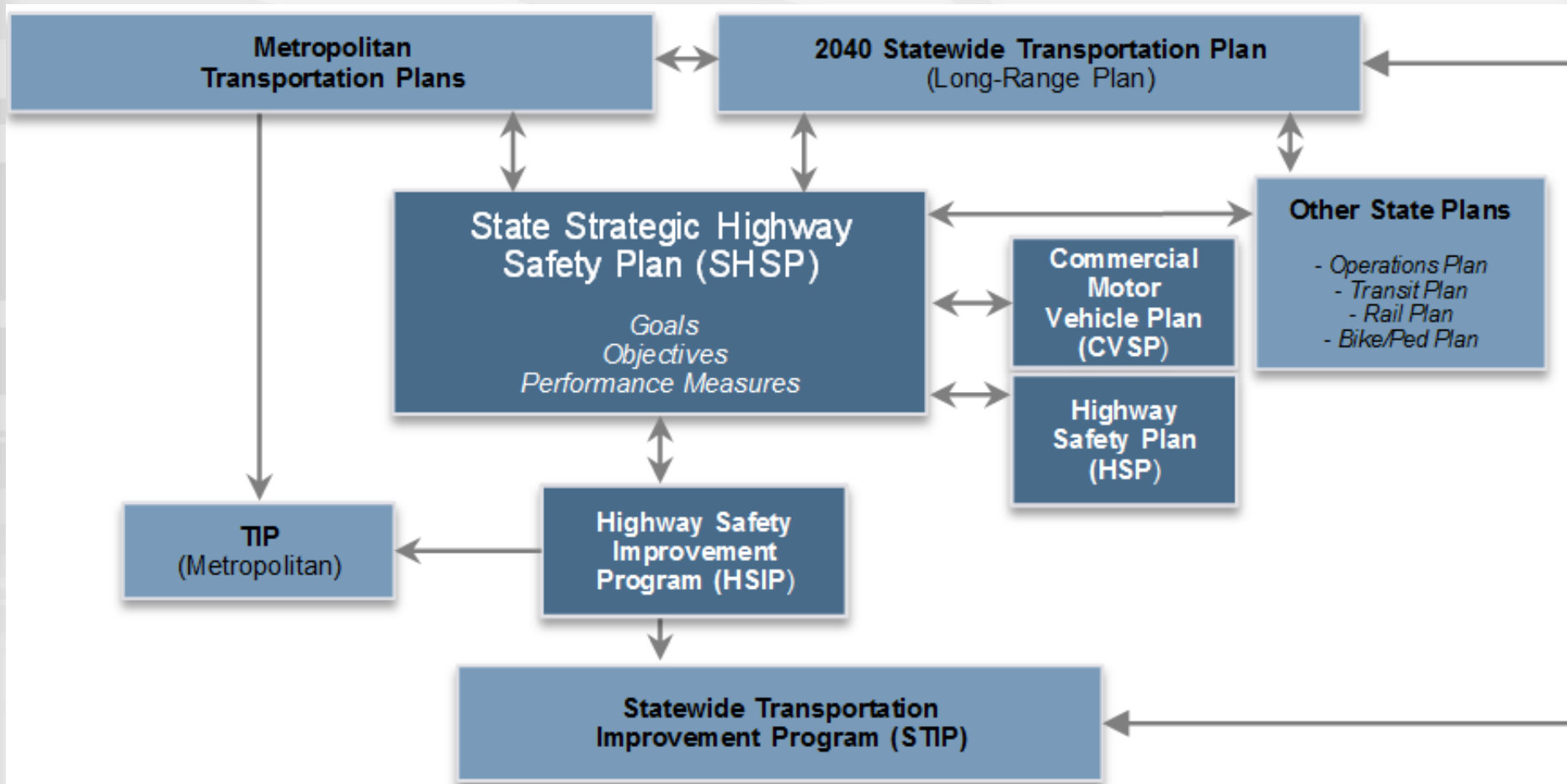
Strategy 1: Advance the use of new technology and roadway designs to address roadway departure crashes.

Step #	Action Step Leader	Description	Output Measure	Timeline
1.1	ODOT - Michelle May/Michael McNeill	Provide the funding and technical assistance to pilot new equipment or roadway designs to reduce roadway departure crashes.	# of miles or locations installed % crash reductions	Annually
1.2	ODOT - Mike McNeill	Provide startup funding to create a national clearinghouse for roadway departure safety information which will identify best practices, safety countermeasures, new roadside technologies and the latest research and training. The clearinghouse is being funded through the national Transportation Pooled Fund Program.	Funding committed	Annually

Linkage to Other Plans



Linkage to Other Plans



SHSP Marketing



SHSP Branding



Maryland Strategic Highway Safety Plan

Zero Fatalities

A Goal We Can All Live With



One Death Is Too Many



The New Mexico Comprehensive Transportation Safety Plan



Everyone Counts on Alaska's Roadways



Funded by FDOT



Zero[®] Fatalities

Drive Safe Nevada



Leads Toward Zero Deaths



Ohio Marketing



Utah SHSP Website <http://ut.zerofatalities.com/>

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UTAH

ZERO Fatalities®
A Goal We Can All Live With

Home | Statistics | Prevention | E4Z | News | Events | Safety Plan | 2014 Safety Summit

Like Share 54



Texting at Movies and Texting and Walking

Texting while at the movies? That is just rude. Texting and walking at the same time? Not a smart idea. Texting and driving? That's just plain stupid.

Share Video

 10

Zero Fatalities Reminders: Video Downloads



2015 Utah Traffic Fatalities to Date: **41**
The Zero Report Card



Impaired Driving

Alcohol is not the only thing that can impair your driving. Illegal drugs, prescription drugs, over-the-counter medicines and lack of sleep can impair your ability to drive safely.

1 2 3 4 5

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Minnesota SHSP Website www.minnesotatzd.org/



MINNESOTA TOWARD ZERO DEATHS

What is TZD?

TZD Initiatives in MN

Events

News

Resources

Minnesota TZD saves lives by bringing together:

Education, Enforcement, Emergency Services, Engineering, and More!




Engineering

Changing the roadway — including traffic signals, signage, and the roadside — to make safety easier.

II

TZD Regional Partnerships



Register to attend the 2015 TZD Regional Workshops

Registration for attendees and exhibitors is now available for the 2015 TZD Regional Workshops, scheduled for May and June in eight regions across Minnesota.

April 8 Stakeholder Breakfast canceled

The April 8 Quarterly Breakfast has been canceled due to scheduling conflicts. We sincerely apologize for the inconvenience.

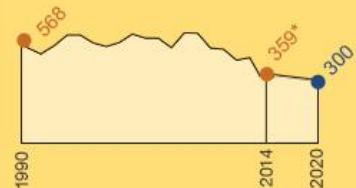
Minnesota TZD is now on social media!

Follow us on [Twitter](#) or like us on [Facebook](#) to keep current with the latest news and events from Minnesota TZD.

Minnesota Traffic Fatalities

TZD GOAL: 300 BY 2020

2015 YTD: 62 2014 YTD: 63

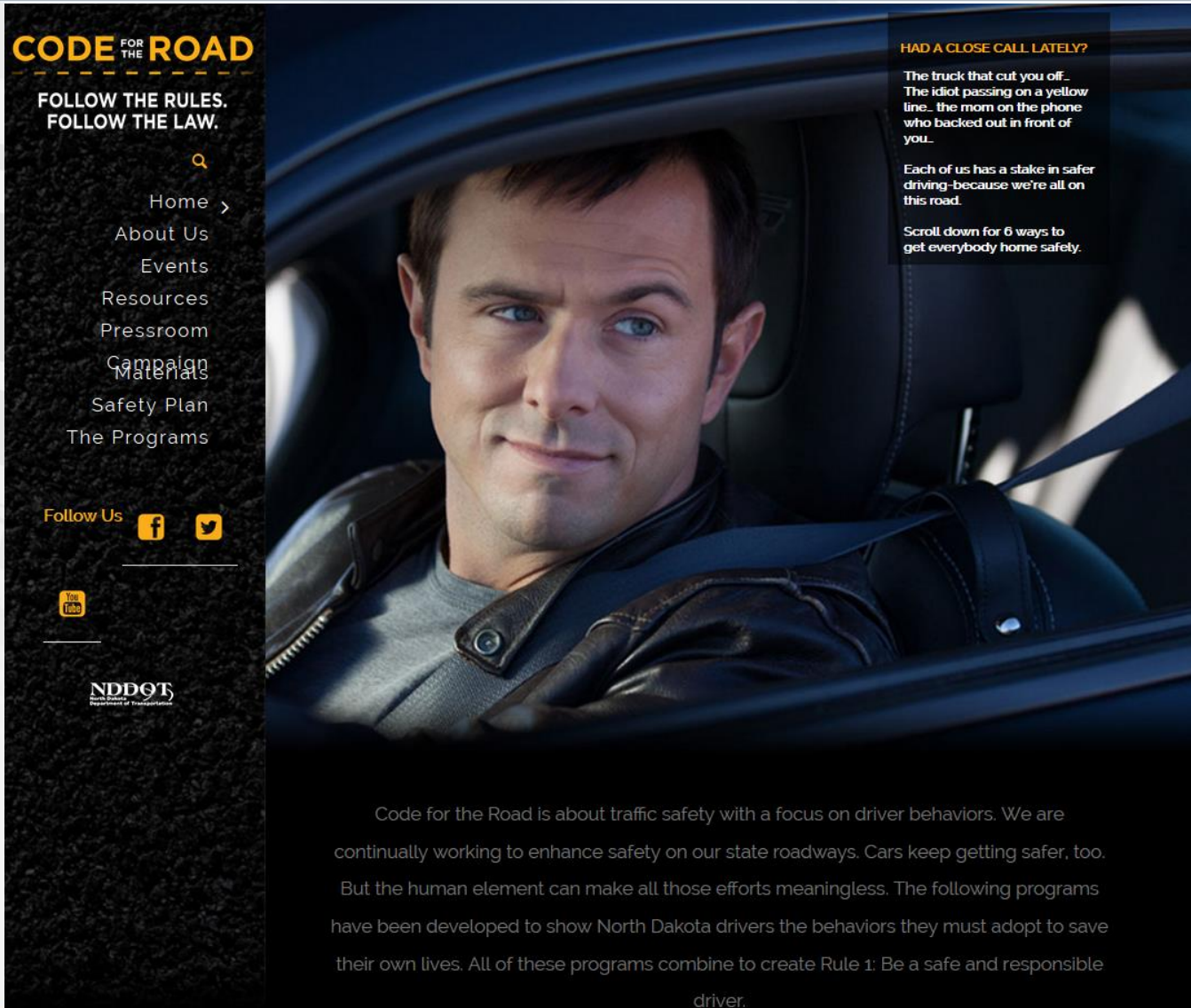


*Preliminary number

News and Press Releases

- [Pedal Minnesota State Bicycle Conference Set For May 4-5](#)
- [AASHTO Introduces Toward Zero Deaths Plan to Reduce Roadway Fatalities](#)
- [Distracted Driving Awareness at Twin Cities Auto Show \(PDF\)](#)
- [Shreya R. Dixit Memorial Distraction-free Driving PSA Contest](#)
- [Crashes Touch One in Three but Drivers Continue to Take Risks](#)
- [MnDOT Seeks Public Input for Statewide Bicycle System Plan](#)
- [Former Viking Teams Up with Law Enforcement to stop drunk driving this football Weekend](#)
- [Commissioner Dohman Appoints New Directors](#)

North Dakota Website www.ndcodefortheroad.org/



CODE FOR THE ROAD

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FOLLOW THE LAW.**

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NDDOT
North Dakota
Department of Transportation

HAD A CLOSE CALL LATELY?

The truck that cut you off.
The idiot passing on a yellow line... the mom on the phone who backed out in front of you...

Each of us has a stake in safer driving -because we're all on this road.

Scroll down for 6 ways to get everybody home safely.

Code for the Road is about traffic safety with a focus on driver behaviors. We are continually working to enhance safety on our state roadways. Cars keep getting safer, too. But the human element can make all those efforts meaningless. The following programs have been developed to show North Dakota drivers the behaviors they must adopt to save their own lives. All of these programs combine to create Rule 1: Be a safe and responsible driver.

California SHSP Website www.dot.ca.gov/hq/traffops/shsp/



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Caltrans... Provide a safe, sustainable, integrated and efficient transportation system to enhance California's economy and livability.

CA SHSP HOME

- » Current SHSP Docs
- » Latest SHSP Update
- » Public Input Events
- » Outreach Materials/Resources
- » FAQ's (.pdf)

SHSP UPDATE OUTREACH MATERIALS/ RESOURCES

Recording and presentation files for past public input events, and other safety resources.

RELATED LINKS:

- » FHWA SHSP
- » FHWA MAP-21
- » Caltrans MAP-21
- » Local Assistance / HSIP Information
- » Tribal Information

[Caltrans](#) > [Traffic Operations](#) > [Strategic Highway Safety Plan](#)

Strategic Highway Safety Plan (SHSP)



OUR PLAN FOR A SAFER CALIFORNIA

What is a Strategic Highway Safety Plan (SHSP)?

An SHSP is a statewide data-driven traffic safety plan that coordinates the efforts of a wide range of organizations to reduce traffic accident fatalities and serious injuries on all public roads.

In coordination with federal, state, local and private sector safety stakeholders, the SHSP establishes goals, objectives, and emphasis (or challenge) areas.

Federal regulations require that the California SHSP include:

- » Consultation with a variety of stakeholders. At present, there are over 400 identified stakeholders assisting with the SHSP Update process, including: federal agencies, state agencies, local agencies and organizations including police departments, regional transportation agencies, tribal governments, and private stakeholders.
- » Analysis and effective use of crash data. California has or uses multiple crash data systems including Statewide Integrated Traffic Records System (SWITRS), the National Fatality Analysis Reporting System (FARS), the National Emergency Medical Services Information System (NEMSIS), and the Crash Medical Outcomes Data (CMOD) Project, modeled on the National Highway Traffic Safety Administration's Crash Outcome Data Evaluation System (CODES).
- » Plans to address the 4Es of traffic safety: Engineering, Enforcement, Education, and Emergency Services. Some safety issues like vehicles running off of the roadway involve engineering challenges. Treating accident injuries involves emergency services issues like improving training for first responders, and ensuring that responders have the right equipment. Some safety issues, like texting while driving, involve multiple areas like education, reminding drivers that texting is not worth it, and enforcement, citing drivers for texting while driving.
- » Consideration for the safety of all public roads, and all users, including pedestrians and bicyclists. New federal regulations have also expanded the SHSP to include tribal roads.
- » A program of projects or strategies to reduce or eliminate safety hazards. The SHSP is not just a set of goals, developed and forgotten. It is a continuous process, with focused teams studying safety problems, searching for causes, and developing measures to improve traffic safety.



EMAIL LIST:

Subscribe to the [SHSP Mailing List](#) for updates.



WE WANT TO HEAR FROM YOU:

The SHSP is a collaborative process and will be most effective with input from a wide range of people and agencies. The Update team is very interested in your input. Please provide any comments or ideas about how to improve transportation safety in California by [clicking here](#).

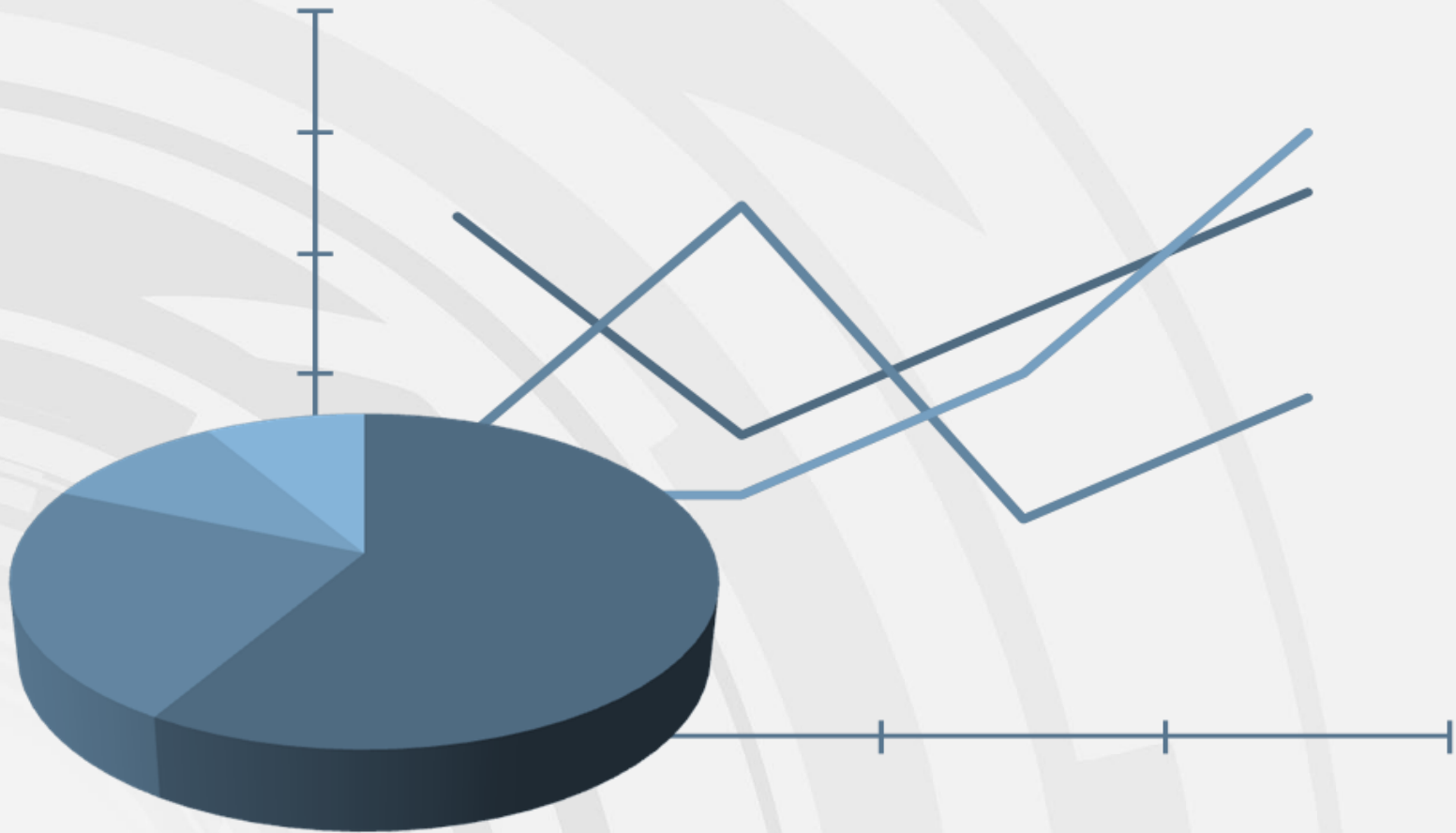
Our general email is SHSP@dot.ca.gov.

Rhode Island Video

**Who can't get behind reducing fatalities
and serious injuries on our roadways?**

https://www.youtube.com/watch?feature=player_embedded&v=E9slmnOIS3M

Monitoring, Evaluation, and Feedback



Monitoring and Tracking

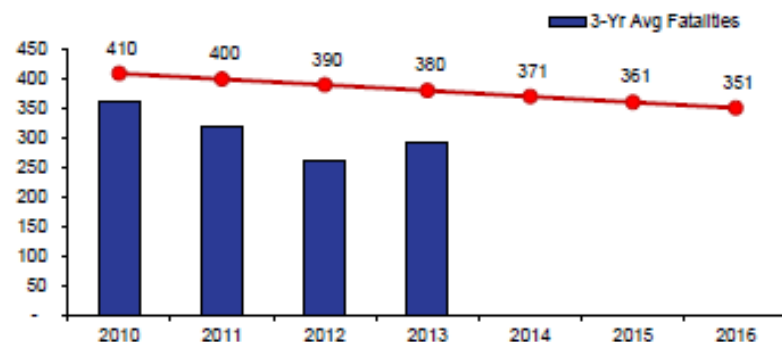
EMPHASIS AREA: IMPAIRED DRIVING

EA Team Leaders: Norma Broussard & Carl Saizan

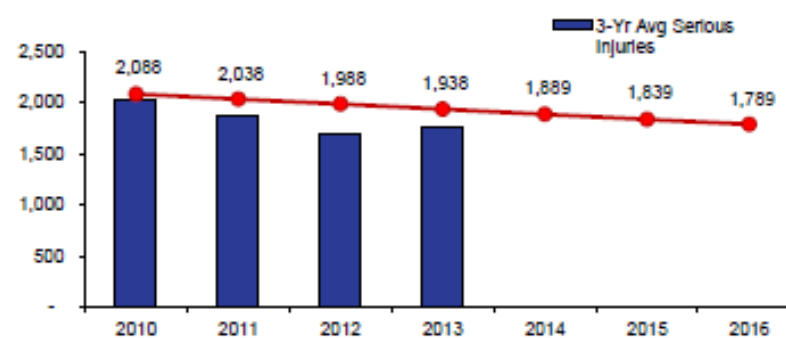
Fatality and Serious Injury Goal: Reduce alcohol-related fatalities and injuries by no less than 50 percent by 2030.

Performance Measures: Number of fatalities, Number of serious injuries.

Number of Alcohol-Related Fatalities



Number of Alcohol-Related Serious Injuries

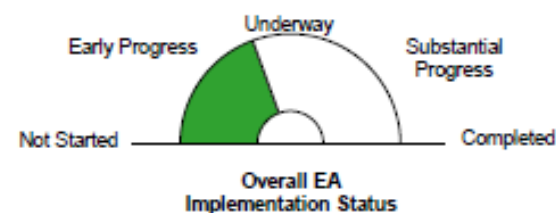


	2010	2011	2012	2013	2014	2015	2016
3-Yr Avg Fatalities	364	318	263	291	371	361	351
3-Yr Avg Target Fata	410	400	390	380	371	361	351

	2010	2011	2012	2013	2014	2015	2016
3-Yr Avg Serious	2,030	1,882	1,687	1,767	1,889	1,839	1,789
3-Yr Avg Target S	2,088	2,038	1,988	1,938	1,889	1,839	1,789

Action Implementation Summary

	Total	Strat 1	Strat 2	Strat 3	Strat 4	Strat 5	Strat 6	Strat 7	Strat 8
Not Started	4	2	1	1	0	0	0	0	1
Early Progress	7	1	1	2	1	2	0	1	0
Underway	4	1	1	0	0	2	0	0	1
Substantial Progress	4	0	0	0	2	0	2	1	1
Completed	1	1	0	0	0	0	0	0	0
Total # of Actions	20	5	3	3	3	4	2	2	3



Emphasis Area Reporting



Nevada Strategic Highway Safety Plan

Quarterly Report Form

Emphasis Area	Seat Belt Usage			
Quarter	3rd	Submitted By	Valerie Evans, OTS; Erin Breen, UNLV; Masha Wilson, OTS	
Strategy 2	Enhance seat belt enforcement and media campaign(s). <i>Strategy Leaders: Valerie Evans, OTS; Erin Breen, UNLV; Masha Wilson, OTS</i>			
Action Step #2.01	Coordinate with safety stakeholders (enforcement, EMS, fire department, etc.) high visibility, well publicized seat belt enforcement campaigns statewide throughout the year (two week enforcement campaigns (a) sustained seat belt enforcement and (b) nighttime seat belt enforcement).			
Leaders:	Status	Explanation	Output Measures	Outcome Measures
Shelley Fleming, Valerie Evans, OTS; Kevin Honea, NHP	Completed Ongoing	CIOT campaign held May 23 – June 5. Most law enforcement offices participated. No nighttime seat belt enforcement was conducted. Brian Sanchez to send team leaders information about NHP's placing seat belt into its strategic plan, establishing it as an enforcement program priority.	CIOT campaign held.	Results not yet available.

Benefits of Evaluation

- Demonstrates contribution to transportation safety;
- Uncovers challenges
- Determines progress
- Validates emphasis areas and strategies
- Identifies opportunities for greater efficiencies
- Confirms the need for a comprehensive, data driven approach
- Underscores the need to prioritize

SHSP Process Evaluation



ALASKA STRATEGIC TRAFFIC SAFETY PLAN

Evaluation Worksheet

This worksheet¹ identifies the evaluation plan elements and the timeline.

The **Process Evaluation** examines STSP organizational structure; multidisciplinary, multimodal collaboration; goal and target setting methods; data driven and evidence-based emphasis areas, strategies, and actions; and aligning agency priorities. The **Performance Evaluation** reviews performance measures and compare performance measures to baseline data. Once complete this information can be transferred to the Evaluation Plan template.

PROCESS EVALUATION



STSP Organizational Structure	Yes/No	As evidenced by	If no, what change will be made, and when?	Who is responsible?	When will the evaluation occur? Yearly/Half-Way/End
1. The STSP process is supported by an actively engaged organizational structure.					
2. Top level managers are represented on the Leadership Team and Steering Committee.					
3. Identify any gaps in representation on the Leadership Team, Steering Committee, and Emphasis Area Teams.					

One Size Does Not Fit All

Noteworthy Practices

Local Roadway Safety Plans

- » **Minnesota** - Safety plans for each of the State's 87 counties
- » **Maryland** – Developing county roadway safety plans

Regional Coalitions

- » **Louisiana** – Making \$5M available in 2015; highway safety office providing funding too
- » **Missouri** – Organized 10 regional safety coalitions

Marketing the SHSP to the Public

- » **Iowa** – the 5th “E”
- » **Nevada & Ohio** – SHSP Multi-agency Communications Group

FHWA SHSP Website rspcb.safety.fhwa.dot.gov/shsp_cop.aspx



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Strategic Highway Safety Plan Community of Practice

Many Stakeholders, One SHSP Community



The Strategic Highway Safety Plan (SHSP) Community of Practice (COP) is an online community for SHSP practitioners and stakeholders who represent the 4 E's of safety (engineering, enforcement, education, and emergency services/response). If you participate in your State's SHSP development and implementation, or would like to, this forum is for you. Here you will have the opportunity to interact with peers on SHSP related issues and learn about the latest SHSP resources, noteworthy practices, and events.

[Get involved in your SHSP. Learn how. →](#)



SHSP State Profiles

Click on a state to view summary information from its SHSP and a link to the full plan.

Or, [view a list of emphasis areas by state.](#)

Understanding the SHSP Process



Understand SHSP Policy and Legislation

A Strategic Highway Safety Plan (SHSP) is a major component and requirement of the Highway



Develop Your Plan

Develop Your Plan. If you are currently developing a plan, you can



Put Your Plan into Action

Put Your Plan into Action. If you have already developed a plan, you can



Evaluate Your Plan

Evaluate Your Plan. If you have already developed a plan, you can

News Flash!

NHTSA Releases 2013 FARS Data

• • • • •



SHSP Spotlight

The Strategic Highway Safety Plan Champion's Guidebook, Second Edition provides an overview of the SHSP update process. It offers important considerations for States that are updating, implementing, and evaluating SHSPs.

[Learn More →](#)

Safety Talk

Talk, discuss, and share SHSP approaches and strategies with peers and partners.

Open Now! Safety Talk is an online SHSP community dedicated to sharing strategies and approaches for updating, implementing, and evaluating SHSPs.

[Learn More →](#)

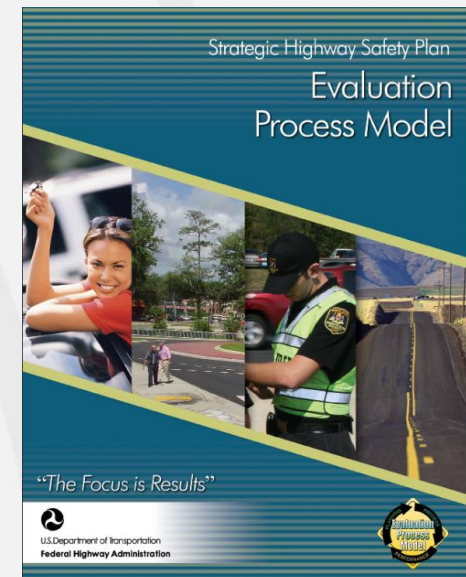
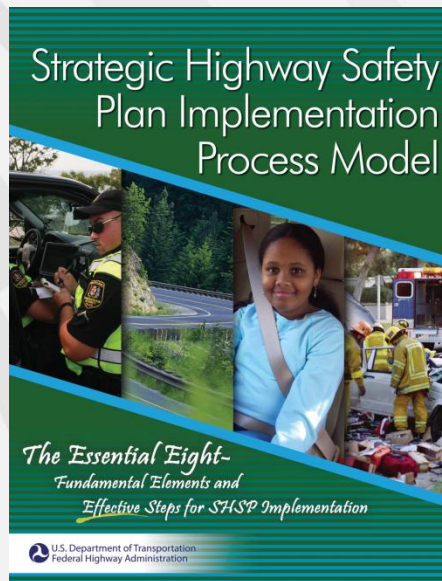
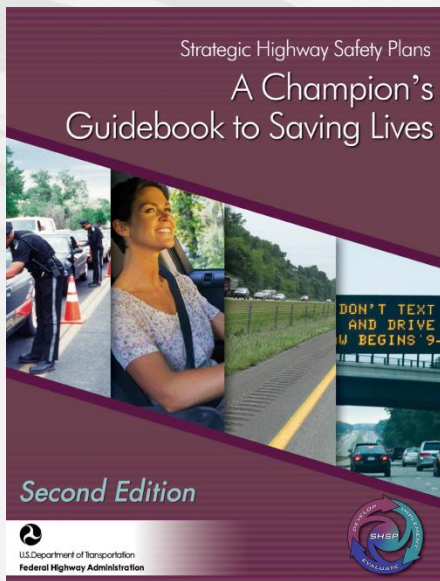
SHSP-Related Events

Locate safety events that are related to SHSP efforts.

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Resources

- The Champions Guide to Saving Lives
- Implementation Process Model (IPM)
- Evaluation Process Model (EPM)



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